

ABSTRACT OF THE INVENTION

A method is provided that identifies and categorizes the reason a customer contacts a customer service center, i.e. the customer's goal or problem. In addition, the method allows the customer to be categorized into a set of behavior-based groupings.

5 This integration of goal and customer categorization establishes the foundation to optimally direct the customer's request through an appropriate center. This method can collect information regarding the customer's behavior and can use that behavioral information to determine the optimal manner for handling the customer request.

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